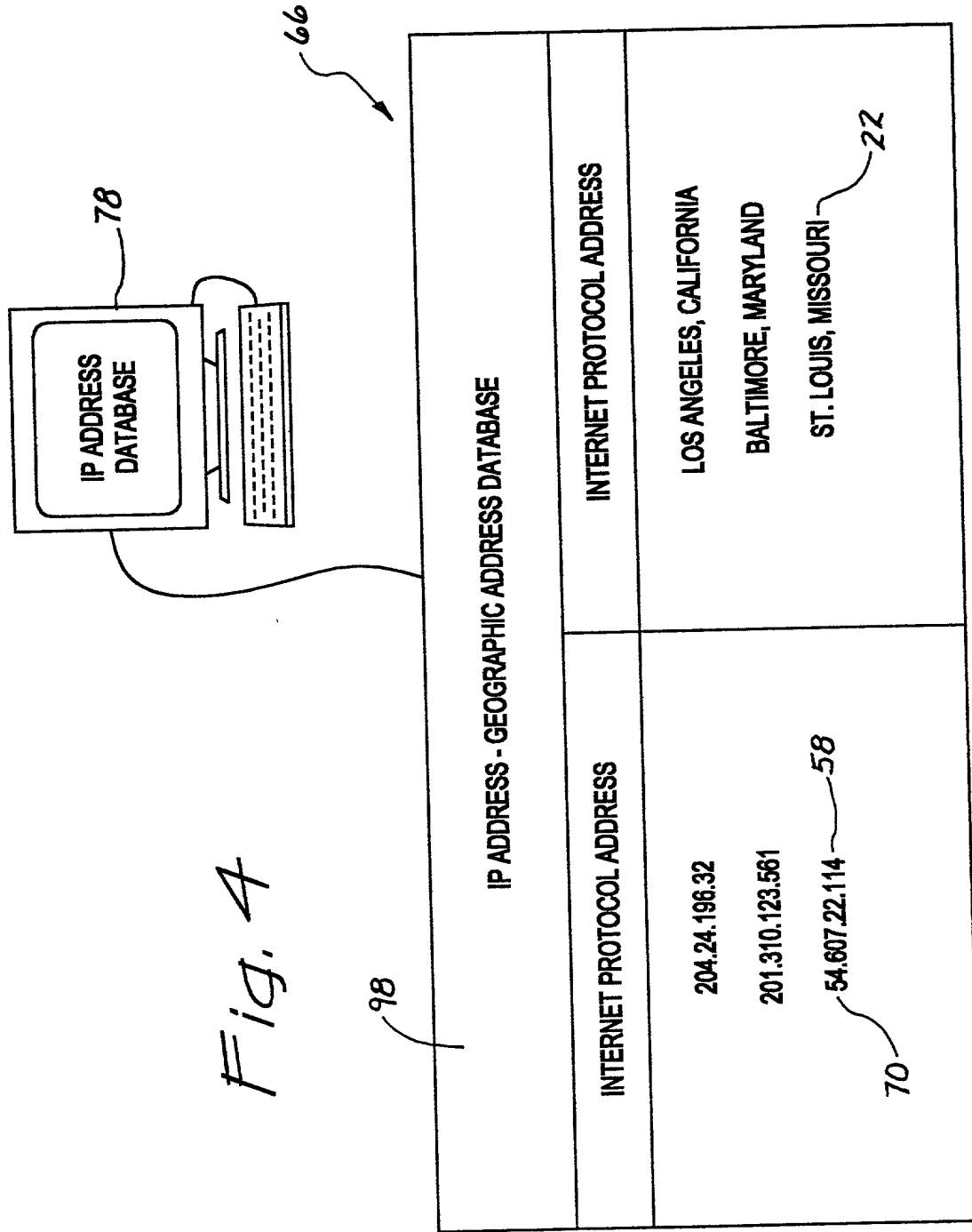


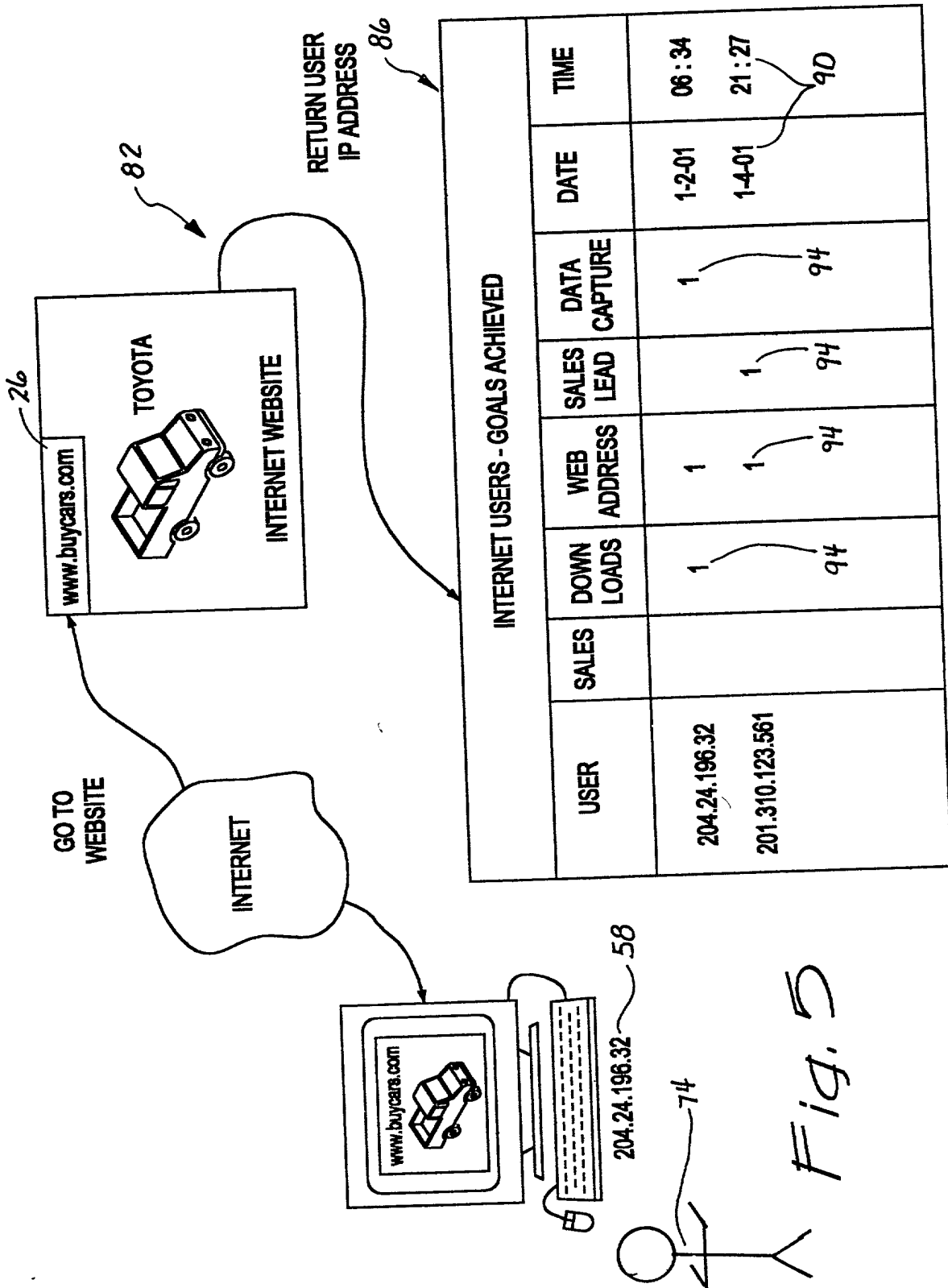
Fig. 3

ZIP CODES	STATED GEOGRAPHIC AREA
90010 - 90465	LOS ANGELES, CALIFORNIA
90466 - 90493	LA CANADA, CALIFORNIA
90494 - 90571	ENCINO, CALIFORNIA — 22
.	.
.	.


54

Fig. 4



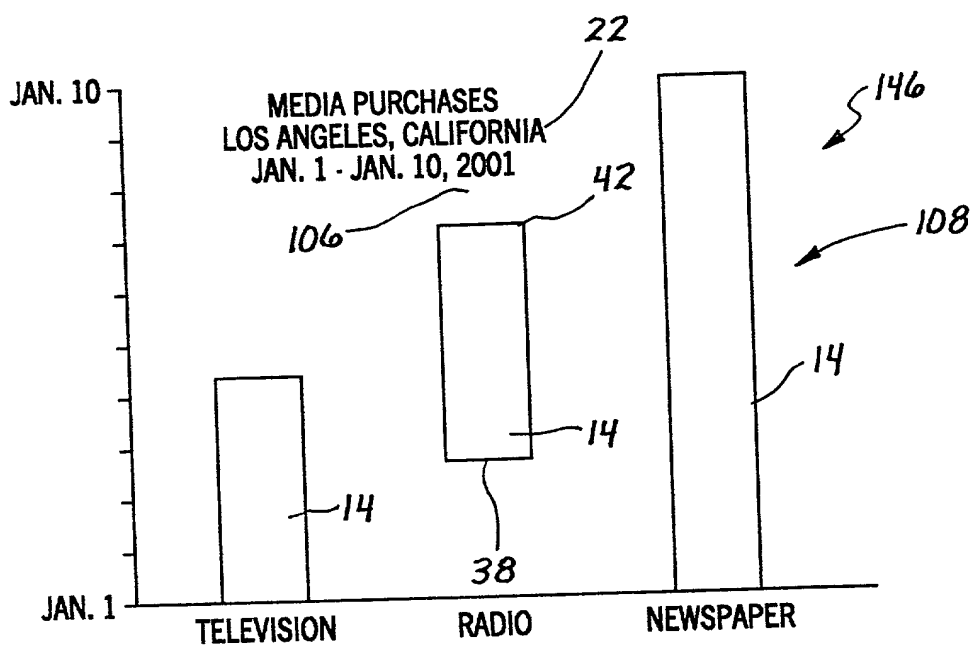
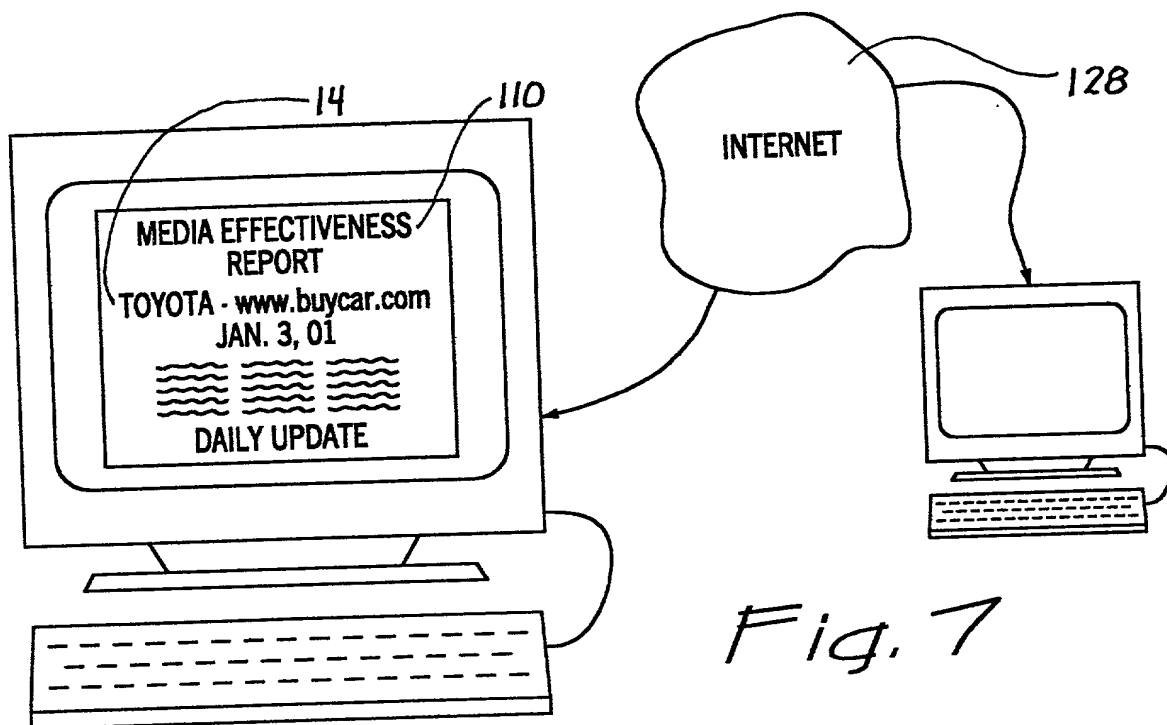


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WEB ADDRESS	SALES LEADS	DATA CAPTURE	DEALER LOCATIONS	VIEW TEXT	VIEW IMAGES
3,667	465	2,165	1,663	3,415	8,617
5,410	793	3,218	2,415	6,783	12,449
.	156
138	94	142	148	152	
	144				

Fig. 6



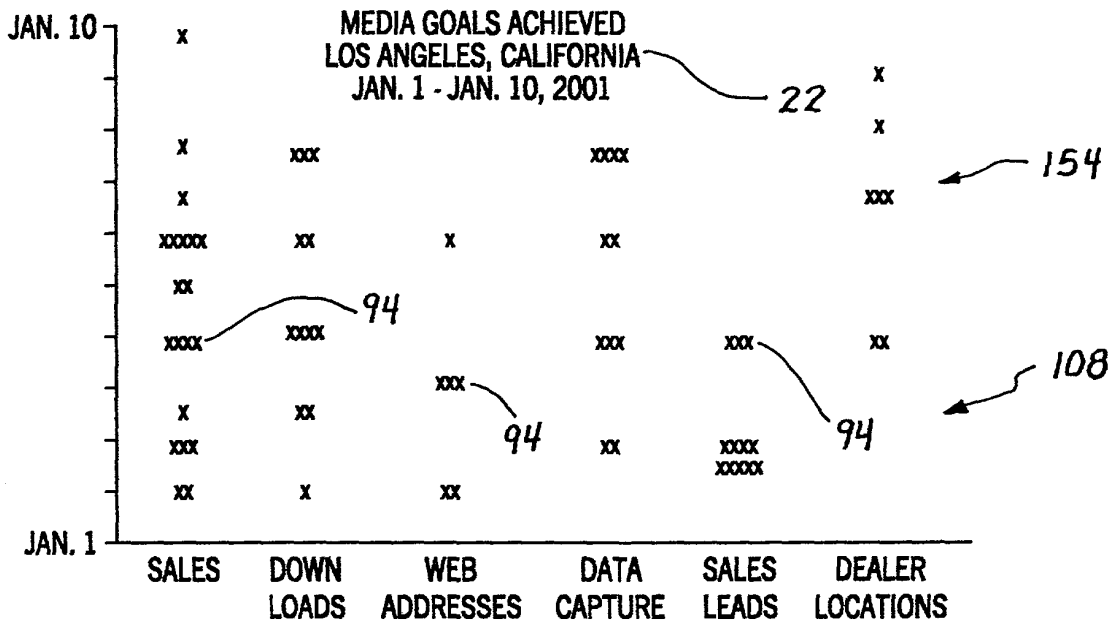


Fig. 9

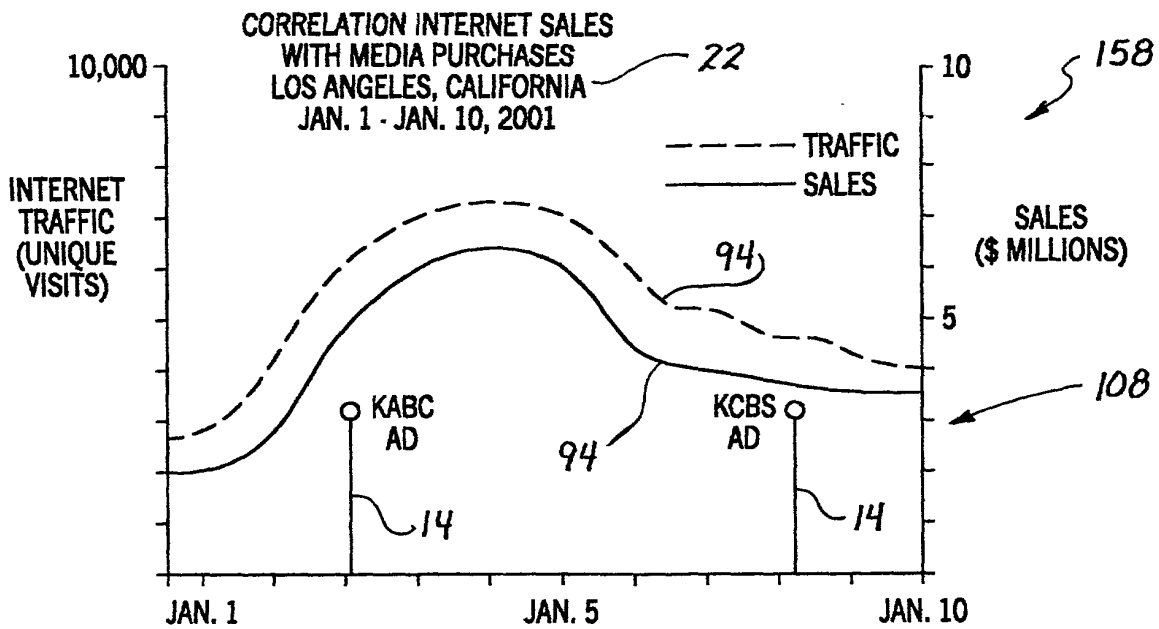


Fig. 10

BASELINE REPORT
 MEDIA GOALS ACHIEVED
 DEC. 1 - DEC. 31, 2000
 LOS ANGELES, CALIFORNIA
 NO MEDIA PURCHASE

SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460	3,058	267	395
		94 ✓			94 ✓

Fig. 11

MEDIA
 GOALS ACHIEVED
 JAN. 1 - JAN. 31, 2001
 LOS ANGELES, CALIFORNIA
 KCLA - TV MEDIA PURCHASE
 JAN. 1 - JAN. 4, 2001

SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
62	215	3,460	3,058	267	395
		94 ✓			94 ✓

Fig. 12

MEDIA GOALS ACHIEVED
 AFTER MEDIA PURCHASE
 VS. BASELINE GOALS
 JAN. 1 - JAN. 31, 2001
 LOS ANGELES, CALIFORNIA — 22
 KCLA - TV MEDIA PURCHASE — 14
 JAN. 1 - JAN. 4, 2001
 % CHANGES

SALES	DOWN LOADS	WEB ADDRESSES	DATA CAPTURE	SALES LEADS	DEALER LOCATIONS
51	37	62	93	154	113

Fig. 13

HISTORICAL MEDIA PURCHASE
 EFFECTIVENESS REPORT
 4 DAY PER MONTH
 TELEVISION AD — 14
 LOS ANGELES, CALIFORNIA — 22
 INTERNET RELATED
 94 — SALES JAN - DEC 2000

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
31	44	36	55	60	50	44	34	30	55	65	45

Fig. 14

186

Fig. 15

CURRENT YEAR INTERNET RELATED SALES VS. LAST YEAR - % CHANGE 4 DAY PER MONTH TELEVISION AD LOS ANGELES, CALIFORNIA JAN - DEC 2000 & 2001												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2000	31	44	36	55	60	50	44	34	30	55	65	45
2001	44	56	31	40	72	62	50	41	28	65	75	38
% CHANGE	41	27	-14	-37	20	24	14	21	-7	18	15	-15
RATIO 2001/2000	1.41	1.27	.86	.73	1.20	1.24	1.14	1.21	.93	1.18	1.15	.84

Fig. 16

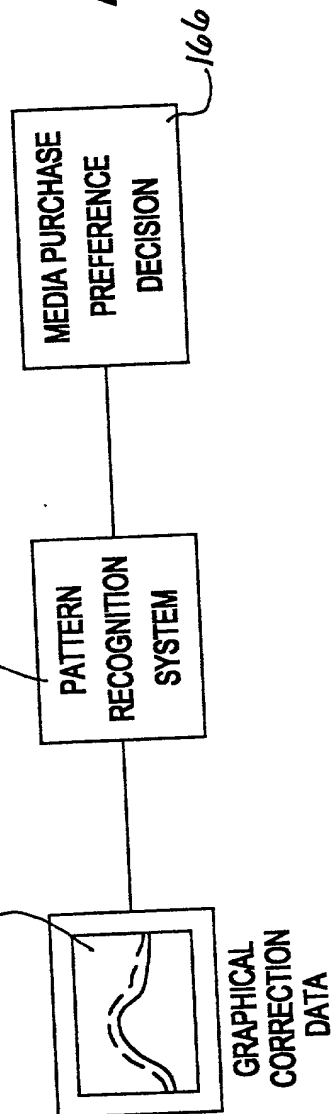
108

186

190

162

158



CLIENT STATISTICS

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001

END DATE: 07 / 31 / 2001

GENERATE STATS

CLIENT	From 07/01/2001 to 07/31/2001	All Clients		
	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>Power90</u>	36302	2778	7.65%	186710.38

94

94

Fig. 17

DMA STATISTICS FOR POWER90

RETURN TO ADMIN

START DATE: 07 / 01 / 2001 END DATE: 07 / 31 / 2001

GENERATE STATS

Power90 From 07/01/2001 to 07/31/2001

DMA	STATED GEOGRAPHIC LOCATION	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
<u>500</u>	PORTLAND-AUBURN	WPME -				
		07/14	70	9	12.86%	300.85
		11:30				
		WPXN -				
<u>501</u>	NEW YORK	07/05	94	94		
		11:00				
		WWOR -				
		07/07				
<u>502</u>	BINGHAMTON	11:00	2485	161	6.48%	10170.35
		WPXN -				
		07/12				
		10:30				
<u>503</u>	MACON	WPXN -				
		07/14	37	1	2.70%	74.80
		10:30	30	3	10.00%	85.65
		WPSG -				
<u>504</u>	PHILADELPHIA	07/01				
		09:00				
		WPHL -				
		07/06				
		04:00				
		WPSG -				
		07/08	823	70	8.51%	4579.70
		09:00				
		WPHL -				
		07/09				
		04:00				
		WPSG -				
		07/14				
		10:00				
		WPSG -				
		07/15				

Fig. 18

DAILY DMA STATISTICS FOR POWER90 DMA 500

[RETURN TO ADMIN](#)

START DATE: 07 / 01 / 2001

END DATE: 07 / 31 / 2001

38

GENERATE STATS

42

Power90 DMA 500 From 07/01/2001 to 07/31/2001

DATE	STATION	UNIQUE VISITS	SALES	CONVERSION	TOTAL
07/01/2001		2	0	0.00%	0.00
07/02/2001		2	0	0.00%	0.00
07/03/2001		3	0	0.00%	0.00
07/04/2001		3	1	33.33%	24.90
07/05/2001		4	0	0.00%	0.00
07/06/2001		2	0	0.00%	0.00
07/07/2001		5	2	40.00%	110.65
07/08/2001		3	0	0.00%	0.00
07/09/2001		7	2	28.57%	54.75
07/10/2001		9	1	11.11%	24.90
07/11/2001		6	1	16.67%	24.90
07/12/2001		6	1	16.67%	24.90
07/13/2001		1	0	0.00%	0.00
07/14/2001	WPME - 11:30	2	0	0.00%	0.00
07/15/2001		1	0	0.00%	0.00
07/16/2001		4	0	0.00%	0.00
07/17/2001		3	0	0.00%	0.00
07/18/2001		2	1	50.00%	35.85
07/19/2001		2	0	0.00%	0.00
07/20/2001		1	0	0.00%	0.00
07/21/2001		2	0	0.00%	0.00
07/22/2001		0	0	0%	0.00
07/23/2001		0	0	0%	0.00
07/24/2001		0	0	0%	0.00
07/25/2001		0	0	0%	0.00
07/26/2001		0	0	0%	0.00
07/27/2001		0	0	0%	0.00

Fig. 19

COMPUTED AND
PREDICTED EFFECTS
OF MEDIA PURCHASES
TELEVISION ADS
2000 & 2001

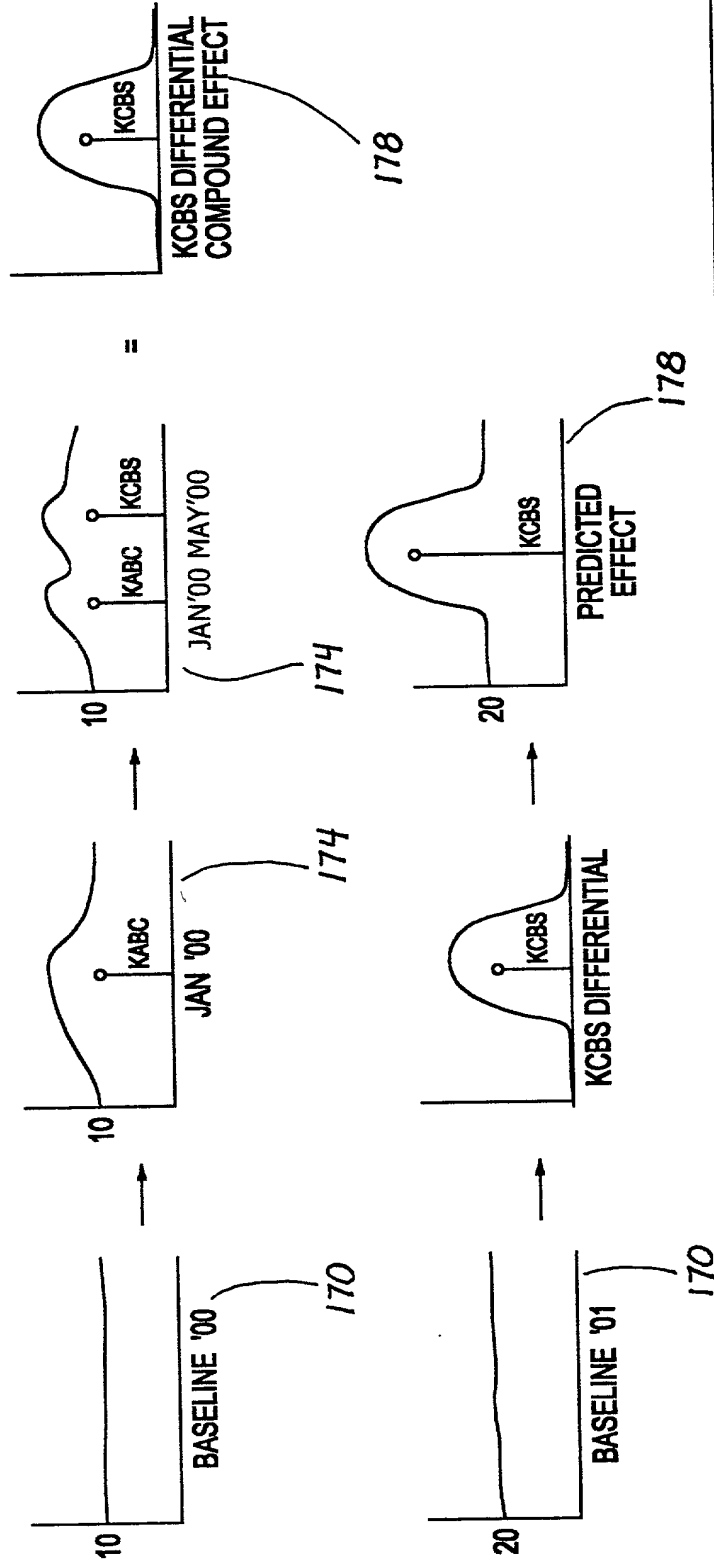


Fig. 20